Driving Revisit Intentions of Tourists With Satisfaction and City Branding

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Abstract: This paper assesses the direct and indirect effects of city branding on revisit intentions, with tourist satisfaction as mediation. Using a quantitative approach with explanatory research, this study tests hypotheses and explains causal relationships between variables by collecting and analyzing numerical data through statistical methods. The sample consisted of 155 tourists who visited tourist villages in Batu City and the analysis used structural equation modeling (SEM) with AMOS program. The findings show that city branding significantly affects traveller satisfaction, which in turn affects revisit intentions. In addition, city branding has a significant impact on revisit intentions, both directly and indirectly through tourist satisfaction.

Key words: revisit intentions, satisfaction, city branding

JEL code: Z3

1. Introduction

Indonesia is rich in culture and natural beauty. It is as if the country has been endowed with amazing natural wonders, such as mountainous scenery, abundant crops, as well as cultural, ethnic, and racial diversity that become its distinctive identity. This condition is a great potential that can be utilized to create opportunities to improve the economy, both at the country and city levels, through the development of nature-based tourism. This business is very promising for managers and governments, along with the human need to travel as a form of balancing the quality of life. Such conditions require tourist destinations to be able to encourage tourists' revisit intentions.

The desire of tourists to return to visit a tourist destination (revisit intention) is an internal drive that motivates them to come again to that place (Kotler et al., 2022). Ourists' intention to revisit a destination is a form of their readiness to revisit the place, and this behaviour reflects tourist actions similar to readiness to repurchase a product or service Baker & Crompton (2000).

The importance of tourists' intention to revisit can increase tourism revenue, as they tend to spend more money and stay longer in the destination (Filep & Pearce, 2014). This shows that tourists' expectations of the uniqueness of a city in a destination are met, which reflects their level of satisfaction.

A city that has branding certainly has characteristics that distinguish one city from another and an image in the eyes of visitors or residents. Positive reviews about a city from previous travellers can be a motivating factor for other travellers to visit again. Encourage travellers to leave good reviews and share their testimonials. The uniqueness of a city is an attraction as a tourist destination as city branding. This also supports to bring in tourists

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from various places to visit the attractions in the city. For example, Batu City, East Java, is known for its city branding that emphasizes itself as a "Tourism City". This branding is based on the richness of nature, culture, and various tourist attractions that make it a major tourist destination in East Java.

City branding relates to tourism promotion that highlights the uniqueness and excellence of the city (Dinnie, 2011). This uniqueness can include distinctive experiences and interactions with local people, culture (such as food, architecture, daily life, people, customs, and various other specific elements), and the natural environment (Dinnie, 2011). Several studies on city branding (Hussein, 2020; Mutia et al., 2020; Ubjaan et al., 2018) show that city branding has a significant influence on return visit intention through tourist satisfaction. However, there are different research results by Mujihestia (2018) finding that city branding does not affect the intention to visit again. Thus, this study examines the intention to visit again with tourist satisfaction as the mediation of city branding.

2. Literature Review

2.1 Tourism Marketing

Tourism marketing is a process that involves the promotion of tourist destinations and tourism-related products and services to potential tourists (Goeldner & Ritchie, 2003). Tourist behaviour is an important process for understanding why and how people respond to certain impulses in their minds. This behaviour is closely related to marketing efforts, which have a major influence on the success of many small businesses and can contribute significantly to socio-cultural development and environmental preservation (Pearce, 2005). Consumer Behaviour Theory which focuses on understanding, explaining, and predicting consumer behaviour (Dacko, 2008). In terms of the service industry, especially the tourism business, it cannot be separated from the behaviour of tourists in the future (Kotler et al., 2022).

2.2 Revisit Intention, Satisfaction, and City Branding

The revisit intention of tourists is a push from within (stimulus) that motivates tourists to visit a tourist destination again (Kotler et al., 2022). This intention reflects a person's desire or intention to return to visit a place or do an activity in the future after previously having a satisfying or positive experience at that place (Baker & Crompton, 2000). Tourist satisfaction is the level of satisfaction felt by a person after a tourist trip or holiday (Kotler et al., 2017). Various in-depth theoretical perspectives on consumer satisfaction continue to develop, while researchers and practitioners also focus a lot on conceptual and practical issues related to satisfaction management and measurement. These efforts are often evaluated in the context of customer satisfaction (Dacko, 2008).

Tourist satisfaction is the extent to which the perceived performance of the product or service matches the buyer's expectations (Kotler et al., 2005). If the performance of the product or service is far from expectations, the buyer is dissatisfied. However, if the performance matches or exceeds expectations, the buyer is satisfied or happy (Kotler et al., 2005).

City branding is a slogan or promotional campaign that reflects the thoughts, feelings, associations, and expectations that arise in a person's mind when seeing or hearing a name, logo, service product, event, or various symbols and designs that represent a city or region (Mihardja et al., 2019). Another opinion (Kavaratzis, 2004) explains that city branding is used as a tool to achieve competitive advantage, with the aim of increasing investment in the tourism sector and advancing community development.

Previous research that discusses the impact of city branding on revisit intentions through tourist satisfaction (Hussein, 2020; Mutia et al., 2020; Ubjaan et al., 2018) Thus the researcher proposes the following hypothesis:

H1: City branding has a significant effect on satisfaction.

H2: City branding has a significant effect on revisit intentions.

H3: satisfaction has a significant effect on revisit intentions.

H4: City branding has a significant effect on revisit intention with satisfaction as a mediator.

3. Methodology

This research applies a quantitative explanatory research approach, which is a research method that aims to test hypotheses or explain the cause-and-effect relationship between variables by collecting data in the form of numbers and analysing them using statistical techniques (Sekaran & Bougie, 2016).

Population is a generalisation area that includes objects or subjects with certain qualities and characteristics set by researchers to study and draw conclusions (Sugiyono, 2012). The population in this study consisted of people who had travelled in the tourist village of Batu City in the 6 (six) months before the research was conducted, with a total sample size of 155 samples or respondents. The research location for distributing questionnaires is the tourist village of Batu City, East Java Province, Indonesia.

Inferential analysis was conducted using Structural Equation Modeling (SEM) which will be processed with the AMOS program (Sanusi, 2011). Research variables are attributes or characteristics of activities that have certain variations, which are determined by researchers to study and then draw conclusions (Sugiyono, 2012). An explanation of the variables in this study is as follows:

Independent variables: City branding indicators according to (Mutia et al., 2020; Sevin, 2014) as follows: Presence, Place, Pre-requisites, People, Pulse, Potential. Mediating variable: tourist satisfaction with indicators (Asiku et al., 2020; Ubjaan et al., 2018) re as follows: Satisfied with the attractiveness of the city, Satisfied with recreational facilities, Satisfied with the friendliness of the people, Satisfied with the safety of the city, Satisfied with public services, and Satisfied with the city's tagline. The dependent variable: Revisit intentions with indicators according to (Asiku et al., 2020; Chan et al., 2022) are as follows: Revisit tourist attractions in the future, have feelings and emotional connections with tourist attractions, and Make tourist attractions a top priority when returning to the tourist city.

4. Finding

4.1 Instrument Validity Test

Testing the validity of the instrument is the first step taken to assess the authenticity or accuracy of each question in measuring the variable under study. A question is considered valid if it can measure what it is supposed to measure. The validity assessment of this instrument was carried out using Pearson's product moment correlation. The validity test results are as in Table 1.

Based on Table 1, the validity test results show that each variable instrument has an r-count value > r-table. Thus, the calculation results show that the instruments used in this study are valid, meaning that the instrument is able to accurately measure the variables under study.

Table 1   Variable Instrument Validity Test Results

No	Item	r-count	r-table	result
1	From any side can enjoy the natural beauty of Batu City (X_{11})	0,585	0,1577	Valid
2	Batu City is known as the apple city (X_{12})	0,599	0,1577	Valid
3	Stone Town tourist village can be reached by all modes of transport (X_{13})	0,613	0,1577	Valid
4	Batu City residents help travellers find village tours (X_{14})	0,648	0,1577	Valid
5	Tourists can enjoy processed apple farm products (X_{15})	0,645	0,1577	Valid
6	Batu City has a culinary product called apple chips (X_{16})	0,663	0,1577	Valid
7	Tourists give positive reviews about the attractiveness of the tourist village (Y_{11})	0,75	0,1577	Valid
8	Availability of parking lots for tourist vehicles (Y_{12})	0,80	0,1577	Valid
9	Tourists are welcomed by residents of the tourist village in Batu City (Y_{13})	0,712	0,1577	Valid
10	Security of vehicle parking for tourists (Y_{14})	0,82	0,1577	Valid
11	There are restaurants/food stalls around the tourist attraction (Y_{15})	0,70	0,1577	Valid
12	The tagline shining Batu City presents the natural beauty of Batu City destinations (Y_{16})	0,79	0,1577	Valid
13	This tourist village provides a different experience that makes me want to visit again (Y_{21})	0,864	0,1577	Valid
14	The natural beauty of the tourist village in Batu City creates a strong emotional bond (Y_{22})	0,83	0,1577	Valid
15	Tourist village Batu City is the first destination to visit (Y_{23})	0,77	0,1577	Valid

Source: primary data processed, 2024

4.2 Reliability Test

Reliability test is a questionnaire test that aims to determine the extent to which each questionnaire or research instrument has the same opportunity to be answered consistently by respondents, or in other words, to test the consistency of respondents' answers. The following are the results of the reliability test calculation:

Table 2   Reliability Test Results of Research Instruments

No	Instrument	Number Instrument	Chronbach's Alpha	Cut off	Results
1	City Branding (X)	6 items	0.959	0.6	Reliable
2	Satisfaction (Y1)	6 items	0.948	0.6	Reliable
3	Revisit Intention (Y2)	3 items	0.923	0.6	Reliable

Source: primary data processed, 2024

Based on Table 2 above, the results of the evaluation of the comparison of the Cronbach alpha coefficient values for each research variable show that the coefficient value is greater than the cut-off of 0.6. This shows that the research instrument has proven to have a good level of consistency in answering by respondents.

4.3 Normality Evaluation

Evaluation of the normality assumption of observation data aims to determine whether the data used follows a normal distribution or not. The results of the observation normality analysis are as follows:

**Table 3   Results of Normality Testing of Research Data**

Variable	skew	c.r.	kurtosis	c.r.
X_{11}	-0,369	-1,875	0,131	0,333
X_{12}	-0,447	-2,274	-0,371	-0,943
X_{13}	-0,383	-1,944	-0,157	-0,4
X_{14}	-0,341	-1,734	-0,313	-0,795
X_{15}	-0,291	-1,481	-0,089	-0,227
X_{16}	-0,005	-0,026	-0,513	-1,303
Y_{11}	-0,469	-2,381	0,03	0,075
Y_{12}	-0,481	-2,444	0,04	0,103
Y_{13}	-0,368	-1,871	0,013	0,032
Y_{14}	-0,47	-2,388	-0,112	-0,284
Y_{15}	-0,465	-2,362	0,385	0,979
Y_{16}	-0,407	-2,067	0,483	1,228
Y_{21}	-0,16	-0,813	-0,967	-2,458
Y_{22}	-0,211	-1,075	-0,978	-2,486
Y_{23}	-0,424	-2,156	-0,96	-2,441
Multivariate			3,272	0,902

Source: primary data processed, 2024

Table 3 above shows that the critical ratio values of skewness and kurtosis univariately do not exceed the limits of -2.58 and +2.58, and multivariately the resulting values remain below +2.58. Therefore, the observation data in this study is normally distributed.

4.4 Structural Equation Model Test Results

The next step is to test the structural equation model using the AMOS program. The results of testing the structural equation model are as follows.
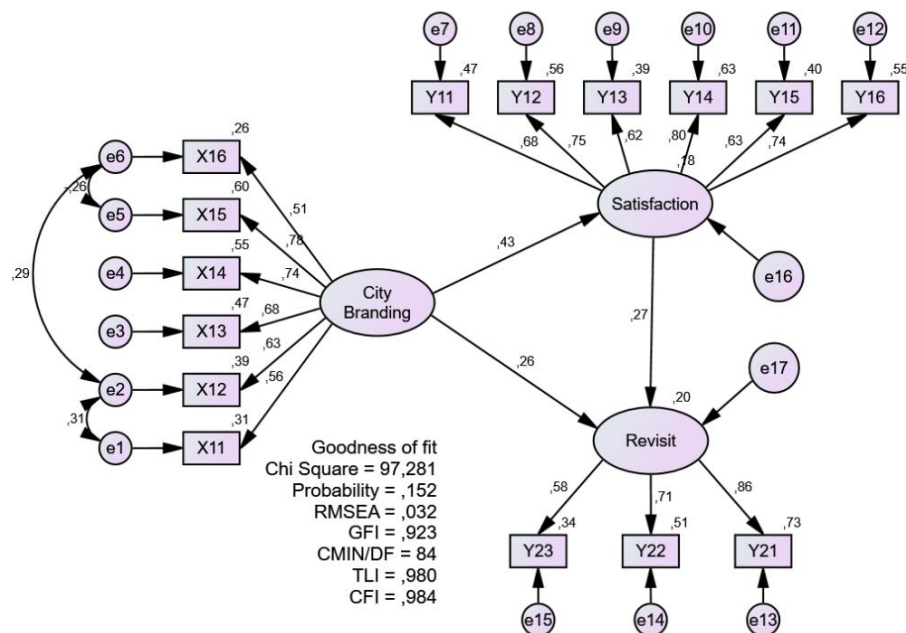
Figure 1   Structural Model of Driving Travellers' Revisit Intention by Satisfaction and City Branding

Based on Figure 1 above, it can be explained that the structural model has met the criteria for good goodness of fit. The results of the factor loading value analysis on the research variables are as follows:

Table 4   Variable Factor Loading Values

			Estimate
X_{11}	<---	X	0,559
X_{12}	<---	X	0,628
X_{13}	<---	X	0,684
X_{14}	<---	X	0,741
X_{15}	<---	X	0,776
X_{16}	<---	X	0,508
Y_{11}	<---	Y_1	0,683
Y_{12}	<---	Y_1	0,746
Y_{13}	<---	Y_1	0,623
Y_{14}	<---	Y_1	0,796
Y_{15}	<---	Y_1	0,633
Y_{16}	<---	Y_1	0,744
Y_{21}	<---	Y_2	0,857
Y_{22}	<---	Y_2	0,713
Y_{23}	<---	Y_2	0,584
Source: primary data processed, 2024			

Table 4 above shows that each latent variable has a factor loading value greater than the cut-off value of 0.5 and $p < 0.05$. This means that each indicator is proven to reflect the latent variable measured in the construct model. Acceptance of the structural equation model is determined by comparing the resulting goodness of fit value with the recommended goodness of fit value. The goodness of fit indices generated by this structural equation model are shown in the table below:

Table 5   Goodness of Fit test results Structural Equation Model

Goodness of fit index	Hasil	Cut off value	Result
X^2 *Chi-Square* (df = 84, α = 0,05)	97,281	*Chi-Square*tabel (df = 84, α = 0,05) = 106,3948	Good fit
Probability (p)	0,152	≥ 0,05	Good fit
CMIN/DF	1,158	≤ 2,00	Good fit
RMSEA	0,032	≤ 0,08	Good fit
GFI	0,923	≥ 0,90	Good fit
TLI	0,980	≥ 0,95	Good fit
CFI	0,984	≥ 0,95	Good fit

Source: primary data processed, 2024

Table 5 above shows the absolute parameters, namely the chi-square value and probability, which have met the recommendations with the calculated chi-square value = 97,281 < chi-square table (α = 0.05, df = 84) = 106,3948 and a probability level of 15.2% which is greater than 5%. Other parameters such as CMIN/DF, RMSEA, GFI, TLI, and CFI have also met the recommended cut-off values. Thus, it can be concluded that the structural equation model designed has been approved and is ready to be used to analyze the influence between

research variables as well as to test the research hypotheses.

Table 6   Hypothesis Testing Results

			Estimate	S.E.	C.R.	*p*	Result
Satisfaction	<---	*City Branding*	0,482	0,125	3,857	0,00	Supported
Revisit intention	<---	*City Branding*	0,517	0,217	2,383	0,017	Supported
Revisit intention	<---	Satisfaction	0,472	0,186	2,544	0,011	Supported

Source: primary data processed, 2024

Table 7   Mediation Test Results

No	Variable	Standardized Coefficient of Direct Effect	Standardized Coefficient of Indirect Effect	Standardized Coefficient of Total Effect	Result
1	*City Branding* → Satisfaction → Revisit intention	**0,26**	= 0,26*0,27 = **0,0702**	= 0,26+0,0702 = **0,3302**	Supported

Source: primary data processed, 2024

The results of hypothesis testing can be interpreted by classifying the effects between variables as follows:

4.5 City Branding Has a Significant Effect on Satisfaction

Based on the research results, it can be explained that city branding has a significant positive effect on tourist satisfaction, with a significance value of 0,00 which means less than 5%. This shows that the hypothesis is proven and the results have been tested. These results indicate that the natural beauty of the mountains, the coolness of the air, and the various natural attractions available as part of city branding, as well as the friendliness and cheerfulness of Batu City residents in welcoming tourists, create a pleasant and satisfying holiday experience for tourists. These results are in line with research (Mutia et al., 2020; Hussein, 2020) which states that city branding has a significant effect on tourist satisfaction. Likewise with the results of research (Ubjaan et al., 2018) which explains that city branding has a significant effect on tourist satisfaction.

4.6 City Branding Has a Significant Effect on Revisit Intentions

Based on the results of the study, it can be explained that city branding has a significant positive effect on tourist satisfaction, with a significance value of 0,017 which means less than 5%. This shows that the hypothesis is proven and the results have been tested. These results illustrate that the natural beauty of the mountains, cool air, and various natural attractions that are part of city branding, as well as the friendliness and cheerfulness of Batu City residents in welcoming tourists, encourage tourists to revisit in the future. These results are in line with research (Mutia et al., 2020; Hussein, 2020) which states that city branding has a significant effect on revisit intentions. Likewise with the results of research (Ubjaan et al., 2018) which explains that city branding has a significant effect on revisit intentions.

4.7 Tourist Satisfaction Has a Significant Effect on Revisit Intention

Based on the research results, it can be explained that tourist satisfaction has a significant positive effect on return visit intention, with a significance value of 0,011 which means less than 5%. Overall, the satisfaction of tourists travelling to the tourist village of Batu City has a positive impact on revisit intentions. The friendliness of the local people, the attractive cool mountain atmosphere creates an emotional bond between tourists and the Batu City tourist village to re-explore the charm of the Batu City tourist village in the future. These results are

supported by research (Asiku et al., 2020; Hussein, 2020; Lee et al., 2020) which states that tourist satisfaction has a significant effect on revisit intentions. In line with research (Mutia et al., 2020; Nguyen Viet et al., 2020; Quynh et al., 2021) which concluded that tourist satisfaction has a significant effect on revisit intentions and research (Elmas et al., 2024; Tsai et al., 2022; Ubjaan et al., 2018) stated that tourist satisfaction has a significant impact on revisit intentions.

4.8 City Branding Has a Significant Effect on Revisit Intention With Satisfaction as a Mediator

In Table 7 above, it can be explained that the role of mediating variables in this hypothesis can be determined by comparing the value of each exogenous variable parameter to the endogenous variable, namely by comparing the total effect with the direct effect. The results show that the total effect is greater than the direct effect between city branding and revisit intention (total effect of 0,3302 > direct effect of 0,26). This indicates that tourist satisfaction plays a mediating role in the relationship between city branding and revisit intention. These results illustrate that the natural beauty of the mountains, cool air, and various natural attractions that are part of city branding, as well as the friendliness and cheerfulness of Batu City residents in welcoming tourists, create satisfaction for tourists and encourage tourists to return to visit in the future. These results are in line with research (Mutia et al., 2020; Hussein, 2020) which states that city branding has a significant effect on revisit intentions with tourist satisfaction as a mediator. Likewise, the results of research (Ubjaan et al., 2018) explain that tourist satisfaction is able to mediate the effect of city branding on tourist satisfaction.

5. Conclusion

Based on the results of the research, it is found that city branding affects tourist satisfaction and revisit intentions, tourist satisfaction has an impact on revisit intentions, and tourist satisfaction is also able to bridge the influence of city branding on revisit intentions.

6. Suggestions for Future Researchers

Based on the structural equation model analysis, future researchers can develop the results of this study by expanding the tourist destination study model to gain a deeper understanding. This can be achieved by expanding the research area, both at the domestic and international levels.

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